



**USAID | JORDAN**  
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Jordan Communication, Advocacy, and Policy Activity.

## Quarter 2—Fiscal Year 2019 Report

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## ACRONYMS AND ABBREVIATIONS

AWSO®	Arab Women Speak Out
BMS	breastmilk substitutes
CIP	Costed Implementation Plan
CSO	civil society organization
FP/RH	family planning and reproductive health
FY 18	Fiscal Year 2018 (October 1, 2017–September 30, 2018)
GMB	group model building
GOJ	Government of Jordan
HCAD	Health Communication and Awareness Directorate
HPC	Higher Population Council
ICCS	Islamic Center Charity Society
IEC	Information, Education, and Communication
IFH	Institute for Family Health/Noor Al Hussein Foundation
JAFPP	Jordan Association for Family Planning and Protection
JCAP	Jordan Communication, Advocacy, and Policy
M&E	monitoring and evaluation
MOH	Ministry of Health
MWRA	married women of reproductive age
RAFFAHEE	Recreation, Accommodation, Fitness, Food, Aspiration, Health, Expenditure, and Education
RAPID	Resources for the Awareness of Population Impacts on Development
RMNCH+	reproductive, maternal, neonatal, and child health including nutrition
SBCC	social and behavior change communication
TWCS	Tafilah Women Charitable Society
WCHD	Women and Child Health Directorate
USAID	United States Agency for International Development

## ACTIVITY OVERVIEW

### a. Activity Details

Abt Associates and its partners are implementing the United States Agency for International Development (USAID)/Jordan Communication, Advocacy, and Policy (JCAP) five-year Activity through Cooperative Agreement No. AID-278-A-14-00002, which started on August 1, 2014, and continues through July 31, 2019. JCAP supports the Jordan National Family Planning Strategy and contributes to USAID/Jordan's development objective of "Social Sector Quality Improved." The Activity's overall strategic objective is: Increase use and continuation of reproductive, maternal, neonatal, and child health including nutrition (RMNCH+) services as a safe, effective, and acceptable way to ensure a healthy family, build a sustainable community, and maintain a secure Jordan. JCAP works with its counterparts, the Ministry of Health (MOH) and the Higher Population Council (HPC), to strategize and to implement and monitor its activities.

From Fiscal Year 2015 (FY 15) through Fiscal Year 2017 (FY 17), JCAP's social and behavior change communication (SBCC) and advocacy and policy interventions addressed increasing demand for family planning and reproductive health (FP/RH) services and for the establishment of a policy environment supportive of family planning and changing social norms related to family size. Following USAID's strategic orientation and to respond to emerging needs related to RMNCH+, during Quarter 2 (Q2), Fiscal Year 2018 (FY 18), JCAP planned and conducted an SBCC campaign about nutrition and anemia prevention among women of reproductive age and children under five. As USAID's orientation has refocused on family planning, during the remaining two years JCAP is maintaining its initial focus but with an emphasis on increasing Government of Jordan (GOJ) leadership and civil society ownership of family planning SBCC programs to sustain results beyond the life of the project. JCAP has also been collaborating with the GOJ to ensure that policy and planning at both the national and governorate levels takes into account population growth data and projections on resource needs.

This report details JCAP's accomplishments during the second quarter of Fiscal Year 2019 (FY 19). FY 19 is the fifth and final year of the Activity's duration and covers the period October 1, 2018, through July 31, 2019. It builds on progress and lessons learned from previous implementation years, and addresses USAID's strategic orientation to foster GOJ and civil society organization (CSO) technical capacity to lead Jordan's population and family planning agenda.

### b. Executive Summary

In the eventful second quarter of its final year of implementation, USAID's JCAP Activity reached 3.1 million people through the relaunched multimedia campaign "Plan Your Pregnancies, Ease Your Burden," organized a high-level recognition ceremony for innovative graduates of its *Shabab Al Fursa* youth leaders program, and achieved a major milestone towards an updated Midwifery Law aligned with international standards. Highlights below are organized by Activity component.

## **Component 1: Family Planning SBCC Systemic Capacity Building and RMNCH+ Campaign**

**SBCC Program Sustainability.** JCAP completed its 18-month systemic capacity-building program for Jordan's Ministry of Health (MOH) and eight civil society organizations (CSOs). This included the MOH's five-year family planning (FP) social and behavior change communication (SBCC) strategic plan, produced in collaboration with the Ministry's Health Communication and Awareness Directorate (HCAD) and Women and Child Health Directorate (WCHD). JCAP also finished the SBCC family planning handover kit, which it will deliver to participating CSOs next quarter.

**Increase Demand for RMNCH+ Services.** JCAP relaunched its national family planning campaign, "Plan Your Pregnancies, Ease Your Burden," reaching millions through multiple channels including TV, radio, indoor and outdoor signs, Jordanian news websites, and social media. Ipsos, a global market research firm, estimated the campaign's TV and radio spots reached 3.1 million people over 15 years old, and JCAP's YouTube views jumped from 11,000 views to 541,000 views during the two-month campaign.

**Design and Implement Family Planning SBCC Grants.** JCAP supported its grantee, Islamic Center Charity Society (ICCS), in hosting the last 14 premarital counseling workshops for 240 couples in 11 districts. The 82 total workshops addressed population challenges in Jordan, elements of a happy family, the importance of life planning, family planning as a life-planning strategy (including small family size, birth spacing, and the use of modern family planning methods), male engagement in family planning, and gender equity. Also during this quarter, ICCS invited 304 engaged and participating newlywed couples to 14 Recreation, Accommodation, Fitness, Food, Aspiration, Health, Expenditure, and Education (RAFFAHEE) edutainment events using the multimedia toolkit.

Pre- and post-workshop tests showed that after the workshop 89 percent of ICCS activity participants were more knowledgeable about family planning and its benefits, and 90 percent had increased their understanding of gender equality and women's rights. More than 70 percent were more likely to agree that birth spacing contributes to a better life for parents and their children, that delaying the birth of the first child has positive implications, and that modern family planning methods are safe and effective. Almost all participants said they would discuss family planning with their future fiancé. The evaluation of RAFFAHEE events showed that RAFFAHEE had shifted the attitudes of more than half the participating couples towards a family size of three or fewer children. [Annex 5](#) details behavioral and attitudinal change outcomes of the ICCS grants program. For the Institute for Family Health/Noor Al Hussein Foundation (IFH), JCAP supported the final 38 workshops under the Arab Women Speak Out (AWSO™) initiative, which trained 997 married women of reproductive age (MWRA) in nine districts to make informed decisions about their health and family.

## **Component 2: Increasing National Leadership over Demographic Dividend<sup>1</sup> Policies and Programs**

**Fostering National Leadership over Demographic Dividend Policies and Programs.** JCAP conducted eight follow-up meetings on demographic dividend projects with eight governorates and

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<sup>1</sup> In Jordan, the demographic dividend means the economic growth benefits the country could reap when its working-age population is larger than its non-working-age population.

Executive Councils (Amman, Aqaba, Balqa, Irbid, Jarash, Ma'an, Mafraq, and Zarqa). Nine governorates and Executive Councils approved the integration of three main projects in their local development plans: Twenty-two youth facilitators of the *Shabab Al Fursa* youth leaders program—launched by JCAP and HPC in FY18—held 57 sessions on peer advocacy for the demographic dividend, using JCAP's multimedia RAFFAHEE tool to reach 1,674 youth in nine governorates all over Jordan. On February 12, 2019, JCAP organized a recognition ceremony under the patronage of His Royal Highness Crown Prince Hussein bin Abdullah II. The Minister of Planning and International Cooperation, representing His Royal Highness, the Secretary General of the Higher Population Council, and USAID/Jordan's Acting Mission Director handed plaques and certificates to youth for their community initiatives, which had included a hiking trail in Ma'an and smart recycling separator bins at universities.

### **Family Planning Coasted Implementation Plan (FP/CIP)**

USAID requested that the FP/CIP development process reflect the Jordan Population Family Health Survey data released on March 26, 2019, and use the family planning goal (FP Goal) modeling tool. JCAP and Palladium started preparing the Family Planning Goals and Strategic Objectives Workshop scheduled for April 24, 2019.

**Advance Policy Reforms.** JCAP achieved a significant milestone towards the issuance of the updated Midwifery Law #7 for the Year 1959. A Cabinet resolution was issued approving the draft law for 2019, which was then sent to the Lower House of Parliament for constitutional approval. With the MOH, JCAP also designed a poster to raise awareness about Breastmilk Substitutes (BMS) bylaws and instructions.

## **Overarching Interventions**

**Integrate Gender- Family Planning Related Evidence into JCAP Programs.** JCAP and Iris Group International conducted an end-of-project assessment of gender mainstreaming and integration efforts. The main finding was that gender was successfully mainstreamed within all Activity interventions, activities, research, and monitoring and evaluation. The evaluation also found that JCAP's gender integration was informed by evidence and regulated by a strategy and through the use of a checklist based on the Gender Analysis and Integration Matrix basic evaluation.

## **Research, Monitoring and Evaluation**

JCAP worked closely with Ipsos- a global market research firm- to prepare and launch an in-depth qualitative exploration of whether and how the "Plan your Pregnancies, Ease your Burden" campaign changes the target audience's perceptions and attitudes about smaller family sizes and about adopting family planning practices. This research will also explore psychosocial and cultural factors that encourage or hinder such practices.



## I.0 COMPONENT I: FAMILY PLANNING SBCC SYSTEMIC CAPACITY-BUILDING AND RMNCH+ CAMPAIGN

Since its outset, JCAP has designed and implemented SBCC activities through two approaches:

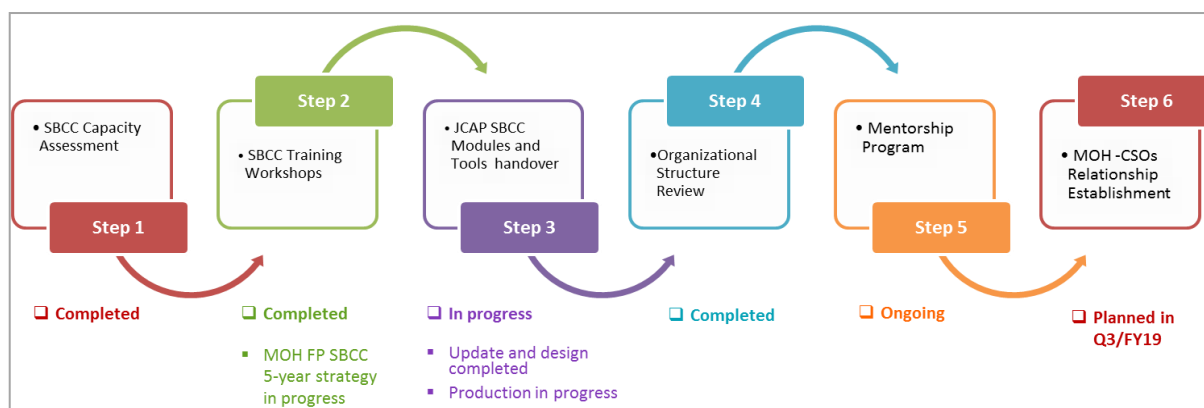
- **Demand generation** targeting married women of reproductive age (MWRA) to increase their use of RMNCH+ services including anemia screening and use of modern family planning methods
- **Social and behavior change** targeting women, men, engaged couples, unmarried youth, and community members to address social norms and beliefs that influence fertility choices and adoption of anemia prevention practices

Starting in FY 18, JCAP has focused on building the MOH's capacity to implement and sustain effective family planning SBCC programs and interventions. During FY 19, JCAP will design and implement a plan for handing over the JCAP family planning SBCC modules and tools to the MOH and the CSOs enrolled in the SBCC systemic capacity-building program.

### I.1. SBCC Program Sustainability

In FY 18, JCAP developed and began an SBCC systemic capacity-building program in collaboration with the MOH's Health Communication and Awareness Directorate (HCAD) and Women and Child Health Directorate (WCHD) and eight selected CSOs, including current and previous JCAP grantees, to support the Partnership for Health and Family Planning award funded by USAID. This plan aims to sustain public benefits of positive family planning behaviors by enhancing the ability, competence, and aptitude of the GOJ and non-state actors to sustain and develop essential SBCC programs and initiatives in population and family planning. JCAP planned the SBCC systemic capacity-building program to be implemented over one-and-a-half years, starting from Q1/FY 18 and ending in Q2/FY 19. The program includes six components as indicated in Figure 1 below, which also highlights the program implementation progress.

Figure 1: JCAP SBCC Systemic Capacity-Building Program



## **I.1. MOH SBCC Sustainability**

The SBCC systemic capacity-building program, with a focus on family planning for the MOH/HCAD and WCHD, aims to achieve the following objectives by the end of the JCAP Activity:

- Build in-house capacity of the MOH/HCAD and WCHD to design and sustain effective SBCC family planning programs
- Support the MOH/HCAD and WCHD in the development of the MOH's five-year SBCC strategic plan for family planning
- Hand over JCAP SBCC modules to the MOH/HCAD
- Establish a relationship between the MOH/HCAD and JCAP grantees, as they constitute potentially qualified implementers of MOH-planned SBCC activities

In **Q1/FY19**, JCAP initiated the development of the MOH five-year family planning SBCC strategic plan in collaboration with the MOH HCAD and WCHD. JCAP completed the following components of the strategic plan: 1) situational analysis including current situation, audience analysis, and program analysis; 2) problem definition; 3) strategic objective and SBCC model; 4) audience identification and segmentation; 5) SBCC objectives per target audience; and 6) SBCC messages. Also, JCAP initiated the development of the SBCC five-year programmatic plan under the HCAD and WCHD.

In **Q2/FY19**, JCAP completed the development of the remaining parts of the MOH five-year family planning SBCC strategic plan in collaboration with the MOH HCAD and WCHD. These include: programmatic plans of SBCC family planning programs; Family planning technical capacity-building programs and research and evaluation programs; and the monitoring and evaluation (M&E) plan, including the results framework and five-year log frame. JCAP also completed the development of the plan annexes, comprising roles and responsibilities for HCAD and WCHD, implementation approach, suggested HCAD organizational structure, and budget.

Moreover, during this quarter, JCAP initiated production of the SBCC family planning handover kit, including the following modules and tools that JCAP has developed or updated, and a handover guide providing specific application steps for the different modules:

1. A premarital counseling module for engaged and newlywed couples
2. The updated Arab Women Speak Out (AWSO™) kit
3. Family planning/gender module from the religious perspective
4. Family planning/gender module for men
5. Family planning/gender module for male youth
6. Family planning/gender modules for school-age youth
7. Peer-to-peer communication skills guide
8. Family planning community-based edutainment activities guide

9. Recreation, Accommodation, Fitness, Food, Aspiration, Health, Expenditure, and Education (RAFFAHEE)<sup>2</sup> tool kit
10. Practitioner guide on SBCC C-Change framework

In **Q3/FY19**, JCAP will:

- Submit the final draft of the MOH five-year family planning SBCC strategic plan for MOH review and feedback, and complete the English translation of the approved plan.
- Support the HCAD and WCHD in developing an operational plan for Partnership for Health and family planning (PHFP) Year One implementation
- Complete the production of the handover kit, conduct two orientation workshops for both HCAD and WCHD on the kit components, and deliver the kits to the participants at the end of the workshops

### **1.1.1. CSOs and SBCC Sustainability**

In **Q1/FY 19** JCAP conducted an orientation workshop on the JCAP SBCC family planning modules handover kit. During this workshop, the participating CSOs developed integration plans for selected SBCC family planning modules within their current and future programs, with funds allocated from their budgets. For example, the Tafilah Women Charitable Society (TWCS) integrated JCAP's family planning community-based edutainment activities guide within the current activities of the TWCS's center for family counseling (Amal center), to conduct edutainment lectures targeting MWRA.

In **Q2/FY 19**, JCAP initiated production of the SBCC family planning handover kit; the project will deliver it to the participating CSOs in **Q3/FY19**.

## **1.2. Increase Demand for RMNCH+ Services**

### **1.2.1. RMNCH+ SBCC Campaign**

In November 2018, JCAP received USAID direction to replace the anemia prevention mass media campaign with a family planning campaign. This change was based on recommendations from the Nutritional Landscape Analysis performed by USAID Global Health nutritional experts. So, in **Q2/FY 19**, JCAP resumed the national family planning campaign "Plan your pregnancies, ease your burden," which now aims at strengthening the behavioral changes gained during the first two waves in FY 16 and 17. This campaign ran from January 1 through February 28, 2019. JCAP implemented the campaign using an integrated mix of communication channels including mass media, online media, TV and radio interviews, and point-of-service materials.

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<sup>2</sup> RAFFAHEE is a multimedia interactive advocacy tool that links the demographic dividend, women's empowerment, and population growth to family welfare.

### a. Mass media

The mass media plan included TV, radio, print ads, outdoor signs, mall indoor signs, and “bus wraps,” i.e., ads on the sides of public transport buses. According to the media report of Ipsos, a global market research firm, the national mass media campaign (TV and radio channels) reached an estimated 3.1 million people over the age of 15. Table 1 shows the campaign’s reach by media channel.

*Table 1. Family Planning Campaign Mass Media Placement by Media Channel from January 1 to February 28, 2019*

Mass Media	Ads	Channel	Reach
<b>Television</b>	1,180	Jordan TV , Ro’ya , Amman TV , Al mamlakah and Al ordon Al Yawm	1,738,094
<b>Radio</b>	630	Hayat FM, Hala FM, Rotana FM, and Amin FM	747,778
<b>Print Ads</b>	9	Al Rai, Al Gad, and Addustour newspapers	637,167
<b>Outdoor signs</b>	483	Amman East and West networks, North and Middle governorates network, and South governorates network	NA
<b>Mall indoor signs</b>	3	Istiklal Mall, City Mall, and Galleria Mall	NA
<b>Bus wraps</b>	16	Amman governorate network (east and west)	NA
Total reach <sup>[1]</sup> by mass media through TV and radio			<b>3,123,038</b>

### b. Online media advertisement

JCAP used online advertising on YouTube, Google, the Arabia weather website and mobile application, and the Saraya News and Roya TV websites as high-reach channels to direct people to the campaign. According to the online media reports, the campaign achieved high viewership, as indicated in Table 2. Moreover, views of the campaign TV ads on the JCAP YouTube channel jumped from 11,000 before the online campaign to 541,000 at the end of the campaign.

*Table 2. Family Planning Campaign Online Media Placement by Media Channel from January 1 to February 28, 2019*

Online Channel	Number of Views
Arabia weather website and mobile application	2,599,302
YouTube ads	1,874,081
Google display network	91,765,939
Ro’ya news website	1,097,850
Saraya news website	16,000,000

<sup>[1]</sup> Ipsos Mass Media Reach Report: Note that total reach is a unique number calculated based on the average reach per channel. It does not equal the sum of the channels’ reach. This estimation is provided only for January and February 2019.

### c. Public relations

To reinforce the campaign messages, JCAP organized and implemented seven TV and radio interviews with the MOH/Primary Health Care Directorate, WCHD, and HCAD directors and section heads, as seen in [Annex 6](#). The objective was to elaborate on the benefits of small family size and family planning practices as a key strategy for life-planning.

### d. Point-of-service materials (posters, brochures, and roll-up banners)

JCAP reprinted and distributed the campaign's information, education, and communication (IEC) materials to complement and spread the campaign's messages. JCAP distributed IEC materials to 400 MOH health care centers, maternal and child health clinics of the United Nations Relief and Works Agency for Palestinian Refugees in the Near East, and the Royal Medical Services, in addition to maternal and child health clinics of the Jordan Association for Family Planning and Protection (JAFPP), IFH, ICCS, and the International Rescue Committee. Also, JCAP provided USAID Health Service Delivery with campaign IEC materials for distribution during its outreach activities. Table 3 below shows the point of service materials distributed during this quarter.

*Table 3: Point-of-Service Materials Distributed in Q2/FY19*

IEC	Quantities Distributed
Brochures for engaged couples and newlyweds	246,000
Brochures for completed families	963,000
Roll-up banners	514

## 1.3. Design and Implement Family Planning SBCC Grants

### 1.3.1. Tranche 3 Grants

#### 1.3.1.1. ICCS premarital workshops and RAFFAHEE events for engaged and newlywed couples

ICCS had concluded its grant activities by January 31, 2019. JCAP supported ICCS in implementing the last 14 premarital counseling workshops, reaching 240 couples in 11 districts, and overachieving the total of 80 planned premarital counseling workshops. The workshops addressed population challenges in Jordan, elements of a happy family, the importance of life planning, family planning as a life-planning strategy (including small family size, birth spacing, and the use of modern family planning methods), male engagement in family planning, and gender equity. After completion of the monthly planned premarital workshops in each governorate, ICCS invited participants with their spouses to a special RAFFAHEE edutainment event using the RAFFAHEE multimedia toolkit. In this quarter, ICCS conducted 14 RAFFAHEE events attended by 304 engaged and newlywed couples. Although ICCS was able to complete its planned grant activities, it has faced several challenges related to involving males in the premarital counseling workshops due to gender and cultural issues. Men tend to consider FP/RH to be a woman's area of concern, and often lack the discretionary time they would need to participate in such activities. Table 4 below summarizes the outputs of the ICCS grant program during this quarter.

Table 4: ICCS Premarital Counseling Intervention: Cumulative Outputs from February 15, 2018, through January 31, 2019

Intervention	Total Planned Activities through the Grant Period (Feb. 15, 2018–Jan. 31, 2019)		Total Accomplished Activities (Oct. 1–Dec. 31, 2018)		Cumulative Accomplished Activities (Feb. 15–Dec. 31, 2018)	
	Planned workshop	Planned participants	Actual workshops	Actual participants	Actual workshops	Actual participants
Premarital counseling workshops for engaged and newlywed females	40	800	5	101	41	823
Premarital counseling workshops for engaged and newlywed males	40	600	9	139	41	604
Total premarital counseling workshops for engaged and newlywed females and males	80	1,400	14	240	82	1,427
RAFFAHEE events	40	960	14	304	40	914

Through the ICCS activities, 89 percent of participants increased their knowledge of family planning and its benefits, and 90 percent increased their knowledge and understanding of gender equality principles and women's rights, as measured through pre- and post-workshop tests. Furthermore, the pre- and post-workshop tests also showed that participants' attitudes shifted substantially through the workshops. After attending the workshops, more than 70 percent of participants were much more likely to express agreement that birth spacing contributes to a better life for parents and their children, that delaying the birth of the first child has positive implications, and that modern family planning methods are safe and effective. In addition, almost all participants reported their intention to discuss family planning use with their future partner during engagement. The evaluation of RAFFAHEE events showed their effectiveness in shifting the attitudes of more than 50 percent of the participating engaged and newlywed couples towards the small-family size concept of three children or fewer.

Moreover, 18 percent of the engaged and newlywed participants received referrals for family planning services at ICCS FP clinics. Out of these, 49 percent acted upon and received counseling on family planning methods and 13 percent adopted a modern family planning method. The project targeted proportionally more engaged women than newlyweds, which is why 82 percent of the women who were referred for FP were engaged, and only 18 percent were newly married. [Annex 5](#) shows the full behavioral and attitudinal change outcomes of this ICCS intervention.

#### 1.3.1.2. TWCS premarital counseling workshops for engaged and newlywed couples

TWCS had concluded its grant activities by December 4, 2018.

#### 1.3.1.3. IFH AWSO™

IFH had concluded its grants activities by January 31, 2019. In **Q2/FY 19**, JCAP continued to support IFH in implementing 38 AWSO™ training workshops, reaching 997 MWRA in nine districts and achieving the 173 planned premarital counseling workshops. The AWSO™ program aims to empower women with knowledge and skills to make informed decisions related to their health and family. The program encourages their active participation in community development through specialized training that includes leadership skills, community participation, health education, planning for the future, family planning, men's involvement, domestic violence, safe motherhood and childhood, and family health.

IFH implemented 173 AWSO™ training workshops, reaching 4,197 MWRA. Out of these, 3,536—i.e., 84 percent—were non-family planning users or used traditional methods. Table 6 below summarizes the outputs of the IFH grant program.

Upon completion of each AWSO™ session, MWRA who were using traditional family planning methods or not using any family planning method received one-on-one family planning counseling by the IFH health educators, with referrals for family planning services provided at IFH health centers.

*Table 6: IFH AWSO™ Intervention: Cumulative Outputs Table for February 15, 2018, through January 31, 2019*

Intervention	Total Planned Activities through the Grant Period (Feb. 15, 2018–Jan. 31, 2019)		Total Accomplished Activities, Oct. 1–Dec. 31, 2018		Cumulative Accomplished Activities, Feb. 15–Jan. 31, 2019	
	Planned workshop	Planned participants	Actual workshops	Actual participants	Actual workshops	Actual participants
<b>AWSO™ workshops for MWRA</b>	173	4,150 MWRA	38	997 MWRA	173	4,197 MWRA

Outcomes from AWSO™ workshops reflected high achievements in improving knowledge, attitudes, and intentions about future fertility behaviors. More than 90 percent of respondents reported increased knowledge about family planning and its benefits and understanding of gender equality principles and women's rights; and 74 percent of participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society. Moreover, 82 percent of participants reported increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities, and more than 80 percent reported increased acknowledgment that modern family planning methods are safer and more effective than traditional methods. In [Annex 5](#), we show the full behavioral and attitudinal change outcomes of this IFH intervention.

Moreover, 33 percent of the eligible participants (MWRAs who were not using any family planning method or using traditional methods) received referrals for family planning services at IFH FP clinics. Out of these, 27 percent adopted a modern FP method, and 9 percent received counseling on family planning.

## **2.0 COMPONENT 2: INCREASING NATIONAL LEADERSHIP OVER DEMOGRAPHIC DIVIDEND POLICIES AND PROGRAMS**

### **2.1. Fostering National Leadership over Demographic Dividend Policies and Programs**

#### **2.1.1. Support Governorate Councils and Executive Councils in Using Population Data for Local Development Plans**

JCAP supports efforts by HPC and the Ministry of Interior to integrate demographic dividend policies into local development plans. In FY 18, JCAP succeeded in incorporating demographic dividend policies into two local development plans in Ajloun and Tafila governorates.

In FY 19, JCAP scaled up its work to support nine governorates in integrating demographic dividend policies into their local development plans. In **Q1/ FY 19**, JCAP and HPC conducted one follow-up meeting with the Karak Governorate and Executive Councils. In **Q2/FY 19**, JCAP held eight follow-up meetings with eight Governorates and Executive Councils (Amman, Aqaba, Balqa, Irbid, Jarash, Maan, Mafraq, and Zarqa). Follow-up meetings aimed to ensure the integration of demographic dividend projects responding to the demographic dividend policies.

Follow-up meetings resulted in all nine Governorate and Executive Councils approving the integration of three main projects in their local development plans:

1. Developing a family planning awareness program
2. Establishing an entrepreneurial incubator
3. Supporting microfinance funds



### 2.1.2. Youth Leaders Program (Shabab Al Fursa)

In FY 18, JCAP in collaboration with the HPC initiated the Youth Leaders Program, named Shabab Al Fursa or “Youth of the Dividend Opportunity.” This is a participatory and interactive training program that aims at enabling youth aged 18–29 to take part in national efforts to attain the demographic dividend through designing and executing entrepreneurial initiatives within their communities. Youth participants designed 19 entrepreneurial projects, out of which five were chosen as the most responsive, relevant, and feasible to invest in and support in the future. The entrepreneurial projects included introducing hydroponic agriculture to women at home, developing a hiking trail in Basta village in Ma’an, developing comic sketches on women’s empowerment and population growth, crafting household accessories from recycled materials, and introducing smart recycling separator bins to universities.

Shabab Al Fursa also includes a peer advocacy program which engages youth in their communities to promote the effects of small family sizes on the welfare of the family using the JCAP-created RAFFAHEE tool that exposes youth to the economic challenges of large families.

In previous quarters, JCAP had trained 22 youth members on facilitating sessions using the RAFFAHEE tool. To apply facilitation skills each trainee couple was required to complete four RAFFAHEE sessions targeting 100 youth members. By the end of **Q2/FY 19**, the 22 youth facilitators had conducted 57 RAFFAHEE sessions reaching 1,674 youth in nine governorates covering the north, middle, and south of Jordan.

On February 12, 2019, JCAP organized a recognition ceremony under the patronage of His Royal Highness Crown Prince Hussein bin Abdullah II. The Minister of Planning and International Cooperation, representing His Royal Highness, the Secretary General of the HPC, and the USAID-Jordan Acting Mission Director handed plaques and certificates to the leading youth for their community initiatives. Government officials, senators, the Director of Vocational Training, and leaders of youth organizations attended the ceremony.

## 2.2. HPC Systemic Capacity Building

### 2.2.1. HPC Advocacy Assessment and Capacity-Building Plan

In **FY 18**, JCAP assessed HPC advocacy capacities and produced a detailed report highlighting gaps in areas related to advocacy including facilitation skills, coalition building and networking, and differences in capacities in using population and family planning modeling tools. The report also revealed that HPC needed technical support in using social media and communications and media tactics. In **Q2/FY 19**, JCAP agreed with HPC to conduct a training workshop on coalition building, facilitation skills, and using new tactics for advocacy. This workshop will target HPC staff and government liaison officers and is planned to be conducted in early **Q3/FY19**.

### **2.2.2. Strengthen HPC/MOH Competencies in Demographic and Family Planning Tools, Including Resources for the Awareness of Population Impacts on Development (RAPID)**

JCAP packaged the five modeling tools into two sets:

- Developing a Family Planning Costed Implementation Plan (FP CIP) using Family Planning Goals and ImpactNow
- Training on RAPID and DemDiv

#### Develop Family Planning CIP

The Jordan FP CIP process was launched in October 2018 under the leadership of the MOH and USAID. This FP CIP is implemented through a close collaboration between JCAP, the Health Finance and Governance project (HFG/Palladium), and Avenir Health.

In **Q2/FY 19**, and following the three regional bottleneck analysis workshops conducted in Q1/FY 19, JCAP drafted the Landscape Analysis on Family Planning report and shared main findings with key stakeholders for feedback. In collaboration with Avenir Health, the FP CIP process will use the FP Goals modeling tool to collect the required data. The required dataset was shared with the MOH, the HPC, the United Nations Relief and Works Agency for Palestinian Refugees in the Near East, United Nations Population Fund, and JAFPP.

In **Q2/FY 19**, USAID requested that the FP CIP development process take into consideration the recent Jordan Population Family Health Survey data released on March 26, 2019, and use the FP Goals modeling tool. Accordingly, JCAP in collaboration with Palladium initiated preparatory steps to implement the FP Goals and Strategic Objectives Workshop, scheduled for April 24, 2019

#### Build capacity of HPC on DemDiv and RAPID

In **Q2/FY 19**, JCAP identified a national consultant, Dr. Issa Masarweh, to train HPC staff on demographic modeling tools. After agreeing on the comprehensive training scope comprising RAPID and DemDiv, Dr. Masarweh subsequently required additional time to research and develop the DemDiv training concept note and data requirements. To ensure a high quality of DemDiv training, JCAP decided to search for experts on this tool and will solicit interest from other consultants from countries with previous experience in implementing the DemDiv modeling tool. The contracting procedures for the RAPID trainer will be completed early in Q3/FY 19. JCAP scheduled the RAPID training to take place between April 28 and 30, 2019.

## **2.3. Advance Policy Reforms**

### **2.3.1. Amending the Midwifery Law**

In **Q2/FY 19**, JCAP achieved a major milestone towards the issuance of the updated Midwifery Law #7 for the Year 1959. During this quarter, the Cabinet issued a resolution approving the draft law on Midwifery and Maternal and Child Care for the Year 2019. The draft law was sent to the House of Representatives as per the constitutional approval procedures. This approval came after the Legislative Bureau and Legal Committee had reviewed the draft.

After the government had approved the draft law, the JCAP team organized two lobbying meetings with the Jordan Nursing and Midwives Council. During these meetings, the group discussed the law and agreed on suggested modifications. Afterward, JCAP prepared a document with the agreed amendments with changes tracked, and the councils met with the Chair of the Parliament Health Committee, Dr. Issa Al Khashneh. At these meetings, the advocates stressed the importance of the role of midwives in administering vaccinations, having midwives practice in clinics, and having a clear referral system between doctors and midwives. The Jordan Nursing and Midwives Council later sent the suggested amendments to the Secretariat of the Parliament Health Committee.

### **2.3.2 Flexible Working Models Implementation**

This Activity has been completed.

### **2.3.3 Breastfeeding Policy**

In FY 18, JCAP worked closely with the MOH/WCHD to ensure implementation of the Breastmilk Substitutes (BMS) marketing bylaws in hospitals and health centers across the Kingdom. In **Q2/FY 19**, JCAP provided technical assistance to the MOH in designing a poster to help raise awareness of service providers and the community about the BMS bylaws and instructions. To officially activate the BMS marketing bylaws and instructions, the MOH approved the monitoring mechanism and inspection forms. In early **Q3/FY 19**, JCAP will support the MOH in training focal points and raising awareness of directors of directorates and directors of OB/GYN departments on the BMS monitoring mechanisms.

## **3.0 OVERARCHING INTERVENTIONS**

### **3.1. Integrate Gender- Family Planning Related Evidence into JCAP Programs**

#### **3.1.1. Dissemination of the Gender Family Planning Conceptual Framework/Model Findings**

Gender FP Conceptual Framework/Model Findings community-based system dynamics is a participatory research method that uses systems thinking to understand complex problems. Through group model building (GMB) sessions, community-based system dynamics methods can be used to identify feedback mechanisms causing a problem and to address and model ways to solve a problem.

In **Q1/FY 19**, JCAP developed a kit of dissemination tools for the study results including a bilingual study report, flash cards, a key findings PowerPoint presentation, and a DVD that includes all CSBD and GMB materials to be printed and shared with JCAP partners during **Q3/FY 19**.

### **3.1.2. Dissemination of Gender Integration Efforts in JCAP**

In **Q2/FY 19**, JCAP in cooperation with Iris Group International conducted the end-of-project assessment of gender mainstreaming and integration efforts in JCAP activities. The evaluation consisted of both desk review of all project documents and 12 meetings featuring direct interviews with key JCAP staff and partners both from the government and the CSOs. The evaluation revealed that gender was successfully mainstreamed within all Activity interventions, activities, research, and M&E. It also revealed that JCAP's gender integration was informed by evidence, regulated by a gender integration strategy. The assessment report highlights JCAP's efforts, demonstrating a commitment of the Activity to gender integration throughout its gender strategy, capacity building, grant activities, and M&E. Both advocacy and policy activities and SBCC activities demonstrated a grounded understanding of the gender norms that affect their desired outcomes.

Stakeholder interviews and project documents reflected the extent to which gender integration has helped the project reach its objectives. Interviewees were unanimous about both the importance of gender integration and JCAP's commitment to it. Some stakeholders were initially skeptical about gender integration because of their experience with poorly implemented programs that did not have a substantive impact on behavior change. They became convinced of gender integration's importance because of its clear effects on FP decisions and behaviors through JCAP activities. Furthermore, grantees such as ICCS and IFH that had never implemented programs including a gender component for young people or men are now comfortable interacting with these audiences and promoting themes like gender equality.

## **3.2. JCAP Social Media Platforms**

During **Q2/FY 19**, the JCAP Facebook page reached more than 140 thousands views, noting that 92% of the page reach was achieved with paid advertisements. The total fan base on JCAP's Facebook page reached 28,917 followers. The majority of users who interacted on the page are women (63%), with almost 46% between the ages of 18-34, matching the target audience of JCAP's Family Planning campaign.

## **4.0 RESEARCH, MONITORING, AND EVALUATION**

### **4.1. Research**

#### **4.1.1. RMNCH+ Campaign Evaluation**

In **Q4/FY 18** and following USAID instructions, JCAP canceled the second wave of the RMNCH+ campaign and replaced it with a third wave of the FP campaign that had been executed in FY 16 and FY 17. Thus, JCAP has resumed the implementation of the national "Plan your pregnancies, ease your burden" FP campaign.

In **Q2/FY 19**, JCAP worked closely with Ipsos, a global market research firm, to prepare an in-depth qualitative exploration of whether and how the campaign changed the target audience's perceptions and attitudes about smaller family size and adopting family planning practices. The study will also explore the psychosocial and cultural factors that encourage or hinder such practices. JCAP finalized the assessment protocol and data collection tools, acquired Abt IRB approval for the execution of the study, and started data collection in March 2019.

#### **4.1.2. Activity Final Evaluation**

In **Q1/FY 19**, following a competitive process, JCAP identified and selected Dr. Khaled Rajab to lead the Activity's final evaluation. JCAP plans to execute the assessment over two phases. Phase I includes developing the design, methodology, implementation plan, and relevant evaluation tools. Phase 2 comprises the actual implementation of the evaluation including data collection, analysis, and reporting.

In **Q2/FY 19**, JCAP completed phase I, finalizing the evaluation protocol and tools and securing Abt IRB approval. Also in this quarter, JCAP started data collection.

### **4.2. M&E**

#### **4.2.1. JCAP M&E Systems**

##### **4.2.1.1. Activity Monitoring, Evaluation, and Learning Plan (AMELP) revision**

In **Q2/FY 19**, JCAP's RME team continued to ensure that JCAP's reports comply with the modified AMELP and that all results are included in the Activity reporting systems - DevResults, Geographic Information System, and TraiNet.

##### **4.2.1.2. M&E comprehensive database**

During **Q2/FY 19**, JCAP completed uploading the cumulative project data to the database. The database provides analysis of JCAP's interventions, such as Tranch III of the JCAP grants program, which will inform the End-of-Project report, and which JCAP will share with USAID to serve future projects.

#### **4.2.2. Champions Program Reach**

Media surveys (e.g., Ipsos's National Media Analysis Survey<sup>3</sup>) measure Champions' message reach through statistics that estimate audience size and composition based on broadcast channels, popularity of shows, and broadcast timing. In **Q2/FY 17**, JCAP hired an agency to monitor the reach of the Champions' program using Ipsos Statistics. In **FY 19**, the agency provided reach estimates for activities that 10 National Champions had conducted.<sup>4</sup>

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<sup>3</sup> The National Media Analysis Survey is an Ipsos survey conducted biannually. It is a combination of three surveys: 1) The Telemetry Survey, measuring TV viewership, 2) The Radiometry Survey, measuring radio listenership, and 3) The National Readership Survey, measuring the daily, weekly, and monthly press readership. The National Media Analysis Survey aims at providing a comprehensive understanding of the media landscape, and delves into the attitudes, behaviors, and important media metrics of Jordanian adults (aged 15 and above). It looks into media consumption habits and measures the key penetration figures of media audiences.

<sup>4</sup> The agency receives data biannually. This information covers the period from July to December 2018.

### 4.2.3. Grants Program

In **Q2/FY 19**, JCAP continued supporting Tranche III grantees (ICCS and IFH) in implementing Premarital Counseling Workshops, RAFFAHEE, and AWSO™. JCAP's efforts ensured grantee data quality and resolved problems that grantees had encountered during field administration. These efforts included filling in the data templates and completing the pre-and post-assessment tools. Also, JCAP conducted data verification before producing data analysis reports. JCAP also made sure that the number of planned workshops was achieved before ending the grants and that the targets were met.

## 5.0 COORDINATION, COOPERATION, AND COLLABORATION WITH USAID ACTIVITIES

- **HFG:** JCAP, HFG/Palladium and Avenir Health continued to closely collaborate with the MOH in the development of the FP CIP. JCAP initiated the revision of the family planning landscape analysis using the recent JPFHS data, and the preparatory steps with Avenir Health to implement the family planning goals and strategic objectives workshop scheduled on April 24, 2019.
- **The USAID Health Service Delivery:** on March 7, 2019, JCAP collaborated with USAID Health Service Delivery and held a joint-dissemination ceremony for the results of two major studies: a quantitative study conducted by USAID Health Service Delivery that addressed discontinuation of modern contraceptive methods in Jordan and a novel qualitative family planning study carried out by JCAP. The ceremony was held under the patronage of His Excellency the MOH Secretary General. Representatives from the USAID Population and Family Health Office, public and private health sector partners, international donor organizations, and other stakeholders attended.

## 6.0 ADMINISTRATION AND LOGISTICS

### 6.1. Staffing

The JCAP staffing structure comprises 25 full-time employees, as presented in the organizational chart in [Annex 4](#). During this quarter, Ms. Dalal Masalha resigned from her position as JCAP SBCC Specialist and completed her work with JCAP on January 10, 2019. JCAP did not replace Ms. Dalal, as her remaining tasks were transitioned within the existing SBCC team.

### 6.2. Administration

Abt Associates requested on March 4, 2019, a five-month no-cost extension for the Activity, extending the completion date from July 31, 2019, to December 31, 2019. The extension would further increase the MOH's preparedness to implement PHFP and to improve the policy environment for the implementation of the amended Midwifery Law.

### 6.3. Grants and Contracts

JCAP completed the close-out of the TWC award and initiated the close-out process for the last two grants, IFH and ICCS, which were completed on February 28, 2019.

#### 6.4. Anticipated International Tours of Duty, Short-Term Technical Assistance, and Staff Travel for Q3FY 19

Name	Purpose	Date of Travel
Mary Scot	Project management and technical support	April 9 - 23
Khaled Rajab	RME end-of-project evaluation	April - TBD

## ANNEX I: JCAP PERFORMANCE INDICATOR TRACKING TABLE<sup>5</sup>

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
<b>JCAP Goal: Increase use and continuation of RMNCH+ services as safe, effective and acceptable way to ensure a healthy family, build a sustainable community and maintain a secure Jordan</b>										
3.1.7.1-1 Couple Years Protection in USG supported programs	MOH HMIS	224,559 (MOH 2015 data)	230,398			228,117	222,357	210,768	224,559	MoH logistic system
d. % of newlywed and pregnant women who sought anemia consultation/screening after exposure to the campaign messages	JCAP project records	0	75%	NA	NA	70%	NA	NA	NA	Archived
e. % of women with children under 5 who sought anemia consultation/screening for their children after exposure to the campaign messages	JCAP project records	0	55%	NA	NA	48%	NA	NA	NA	Archived

<sup>5</sup> Following USAID guidance, the current PITT has been updated and shared with USAID for approval.



Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
a. Twelve month contraceptive discontinuation rate (M-PMP 3.1.1.d)	JPFHS 2012	47.8%								Removed
b. Number of acceptors of modern contraceptive methods generated among MWRA reached through household visits	SHOPS Data FY 2014	39,885	NA	NA	NA	NA	31,561	32,444	29,139	Archived
<b>Result 1: Demand for RMNCH+ services increased</b>										
1.e % of pregnant or newlywed women who intend to visit health provider for anemia screening	JCAP project records	0	90%	NA	NA	89%	NA	NA	NA	Archived
1.f % of mothers of children under 5 who report intending to visit health provider for anemia screening for their children	JCAP project records	0	90%	NA	NA	90%	NA	NA	NA	Archived
1.a Percentage of MWRA reached in household visits who acted on an FP voucher received with JCAP support	SHOPS Data FY 2014	58%	NA	NA		NA	NA	64%	59%	Archived
<b>Sub-result 1.2: Improved awareness, knowledge, and attitudes related to RMNCH+</b>										

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
c. % of target audiences who believe that birth spacing will contribute to better opportunities for parents and children	Pre and post tests	0	67%	74% (1232/1667)	80% (66/83)	71%	NA	NA	NA	Pre and post tests
l.c. % of target audiences who recall hearing or seeing specific USG-supported RMNCH+ messages (HL 7.2-1)	Jordan Health Communication Partnership 'Hayati Ahla' Campaign 2010	30%	45%	NA	NA	41%	NA	39% JCAP FP/RH campaign- post tracking survey	NA	Archived
l.d % of target audiences who report an ideal family size of 3 children or fewer	Pre and post tests	0	38%	35% (1108/3128)	38% (57/150)	22%	NA	NA	NA	Pre and post tests
l.2.a. # of civil society organizations (CSOs) implementing SBCC and/or household outreach activities with JCAP support	SHOPS records FY 2015, JCAP records 2014 - 2017	2	3 (carry over)	3 (carry over)	3 (carry over)	3	8	8	5	CSO reports, JCAP

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
1.2.e. % of males reached reporting increased agreement that “Husband should participate in decisions and practices related to family planning”	Pre and post tests	0	65%	60% (203/341)	63% (12/19)	71%	64%	NA	NA	Pre and post tests
1.2.f. # of CSO technical staff who have acquired SBCC core competencies	N/A	0	NA	NA	NA	4	NA	NA	NA	Post-test
1.2.g. % of women reached demonstrating improved knowledge of anemia during pregnancy	Pre and post tests	53%	NA	NA	NA	73%	NA	NA	NA	Pre and post tests
1.2.h. % of women with children under 5 reached demonstrating improved knowledge of anemia in children	Pre and post tests	17%	NA	NA	NA	54%	NA	NA	NA	Pre and post tests
1.b Percentage of MWRA who have discussed use of FP methods with their spouse in the last 6 months (M-PMP 3.1.3.b)	JCAP KAP Baseline Survey June 2015	51%								Removed

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
1.2.b Number of counseling visits for FP/RH as a result of USG assistance (M-PMP 3.1.1.1.c)	SHOPS data FY 2014	550,470	NA	NA	NA	NA	408,456	413,704	466,961	Archived
1.2.c Percentage of MWRA able to demonstrate knowledge of the benefits of FP	JCAP KAP Baseline Survey June 2015	50%								Removed
1.1.a Number of multi-channel communication campaign waves supported by JCAP	NA	0	1	1	1	1	1	1	1	JCAP records
<b>Result 2: Enabling Environment for RMNCH+ Improved</b>										
2.b. # of laws/policies/regulations in stages of development (analysis, drafting and consultation, legislative review, approval, implementation) as a result of USG assistance (PMP 3.1.2.2.b)	0	0	1	10 Stage 1:0 Stage 2:0 Stage 3:1 Stage 4:0 Stage 5:9	10 Stage 1:0 Stage 2:0 Stage 3:1 Stage 4:0	10 Stage 1:1 Stage 2:0 Stage 3:0 Stage 4:1 Stage 5:8	10 Stage 1:2 Stage 2:0 Stage 3:0 Stage 4:1 Stage 5:7	10 Stage 1 -2 Stage 2 -4 Stage 3 -1 Stage 4 -0	10	JCAP records, policy documents

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
					Stage 5:9			Stage 5 -3		
2.c. # of national annual plans that include demographic dividend Policies and Programs	JCAP records	0	10	10	10	NA	NA	NA	NA	National annual plans, JCAP records
2.d. # of governorate-led annual development plans that include population data	JCAP records	0	NA	NA	NA	2	NA	NA	NA	Annual development plans, JCAP records
2.a Family Planning Effort (FPE) Index Policy sub-component score	2015 Avenir Health Brief: FPE scores in 2014: Jordan	Mean FPE Policy Score for Jordan 62.2								Removed
<b>Sub-Result 2.1: Enhanced capacity of key audiences to advocate for population issues</b>										
2.1.a. # of public activities conducted by JCAP-supported Champions	JCAP records	0	35	10	14	14	34	35	8	JCAP records, Champion reports, media products

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
2.1.b. # of population advocacy initiatives conducted by JCAP-supported Youth Leaders	JCAP records	0	5 (carry over)	5 (carry over)	5 (carry over)	5	NA	NA	NA	JCAP records
<b>Sub-Result 2.2: Strengthened capacity of HPC and MOH to implement FP/RH SBCC, advocacy, and policy initiatives</b>										
2.2.c. # of MOH technical staff who have acquired SBCC core competencies	N/A	0	NA	NA	NA	15	NA	NA	NA	Post test
2.2.e # of Population and Family Planning modeling tools used at HPC	JCAP records	0	2	NA	NA	NA	NA	NA	NA	JCAP records
2.2.a. # of CSOs receiving USG assistance engaged in health advocacy	NA	NA	NA	NA	NA	NA	5	4 (3 carried over and 1 new)	3	<b>Archived</b>
2.2.b. # of evidence-based advocacy presentations supported by JCAP delivered to stakeholders	NA	NA	NA	NA	NA	NA	0	13	2	<b>Archived</b>

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
<b>Gender and Youth Cross-Cutting</b>										
GXC1. % of participants with an increased level of knowledge and understanding of gender equality principles and women's rights as a result of USG interventions (M-PMP 4.1.a)	Pre and Post Tests	0	94%	95% (3656/3864)	98% (200/204)	90%	94%	26%	68%	Pre and Post Tests
GXC2. % of participants reporting increased agreement with the concept that males and females should have equal access to social, economic, and political opportunities (M-PMP 4.b) (F-GNDR-4)	Pre and Post Tests	0	65%	83% (3271/3923)	94% (190/203)	76%	64%	51%	NA	Pre and Post Tests
YXC1. % of youth reached who intend to discuss FP use with their partner during engagement before marriage	Pre and Post Tests	0	97%	98% (835/852)	100% (21/21)	98%	97%	92%	NA	Pre and Post Tests
YXC2 Percentage of youth reached who have actively supported FP or gender discussions with peers or community	NA	0	NA	NA	NA	NA	NA	88%	NA	Removed

Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
<b>Cross-Cutting</b>										
XC1. Number of training, workshops, awareness raising or events conducted with JCAP support to increase knowledge/skills (PMP 3.1.1.2.b)	NA	0	100	257 Grantees (210) JCAP (47)	48 Grantees (17) JCAP (31)	229	1052	796	92	JCAP records
XC2. Number of research studies supported by JCAP providing evidence on population and RMNCH+ issues	NA	0	2	NA	NA	3	2	5	5	Final research reports and other products (PPTs, datasets)
XC3. # of partnerships established by JCAP with governmental, public or private sector organizations, or groups to promote FP/RH	0	0	NA	NA	NA	NA	2	3	8	Archived
XC4 Number of communication and advocacy materials created with JCAP support.	0	0	NA	NA	NA	NA	NA	84	15	Archived



Indicator	Baseline Source(s)	Baseline Value	FY 19 Target	Q1 FY 19 Oct-Dec 2018 Actual to date	Q2 FY 19 Jan –Mar 2019 Actual to date	FY 18 Actual	FY17 Actual	FY16 Actual	FY15 Actual	Comment/ Data Source
XC5. # of news stories or media presentations linked to JCAP efforts	0	0	NA	NA	NA	NA	14	73	32	Archived

## ANNEX 3: QUARTERLY MILESTONES TABLE<sup>6</sup>

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
<b>I. COMPONENT I: Family Planning SBCC SYSTEMIC CAPACITY-BUILDING AND RMNCH+ CAMPAIGN</b>				
<b>I.1 SBCC programs sustainability</b>				
<b>I.1.1 SBCC capacity of MOH</b>				
<b>Systemic capacity-building program designed and implemented</b>	<p>JCAP SBCC modules and tools handover packages developed and transferred (Q3/FY 18)</p> <p>MOH five-year FP SBCC strategic plan developed (Q1/FY 19)</p> <p>Training workshop held on SBCC grant and contract management</p> <p>HCAD organizational structure reviewed and modification suggested</p>	<p>Postponed</p> <p>Delayed</p> <p>Postponed</p> <p>Completed</p>		<p>Production completed. JCAP will propose a dissemination mechanism for the handover kit to MOH and CSOs.</p> <p>JCAP finalized the plan document. The last draft of the budget and M&amp;E Annexes is under MOH review.</p> <p>JCAP will conduct the training in May–June as per USAID request.</p>
<b>CSOs' SBCC systemic capacity-</b>	JCAP SBCC modules and tools handover packages transferred	Postponed		Production completed. JCAP will propose a dissemination

<sup>6</sup> The empty cells in the table mean that no activities are associated with the milestone within the indicated period.

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
building program designed and implemented	(Q3/FY 18) CSOs' marketing packages developed	Completed		mechanism for the handover kit to MOH and CSOs.
<b>I.2 Increase demand for RMNCH+ services</b>				
<b>I.2.1 RMNCH+ SBCC campaign</b>				
Mass media second wave implemented	Two-month implemented	Completed		FP campaign
	Post-tracking survey implemented	Delayed		Data collection is in progress
Orientation on community-based activities campaign conducted and anemia communication toolkit transferred to HSD				
<b>I.3.Design and implement Family Planning SBCC Grants</b>				
<b>I.3.1. Tranche 3 grants</b>				
ICCS premarital counseling workshops and RAFFAHEE events implemented	Q4 activities implemented	Completed		
	Q4 report delivered and approved	Completed		
	EOP report delivered and approved	Delayed		Final report submission is scheduled on April 15,

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
<b>TWCS premarital counseling activity implemented</b>	EOP report delivered and approved	Completed		
<b>IFH AWSO™ activity implemented</b>	Q4 activities implemented	Completed		
	Q4 report delivered and approved	Completed		
	EOP report delivered and approved	Completed		
<b>2. COMPONENT 2: INCREASING NATIONAL LEADERSHIP OVER DEMOGRAPHIC DIVIDEND POLICIES AND PROGRAMS</b>				
<b>2.1 Fostering national leadership over demographic dividend policies and programs</b>				
<b>2.1.1 Support Governorate Councils and Executive Councils' use of population data in local development plans</b>				
<b>Governorate-led development plans including population data produced</b>	Three GEC planning workshops	Completed		
	Nine GEC resolutions integrating demographic sections in local development plans	In progress		
<b>2.1.2 Youth Leaders Program (Shabab Al Fursa)</b>				
<b>20 Youth Leader advocates for population policies</b>	Five youth initiatives implemented (Q1/FY 19)	Completed		
	One video on Shabab Al Fursa program produced	Modified/completed		One documentary video produced instead of the two

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
	<p>One video on the winning youth initiatives produced</p> <p>60 awareness sessions conducted using RAFFAHEE</p> <p>One youth honoring event conducted</p>	<p>Modified/completed</p> <p>Delayed</p> <p>Completed</p>		<p>videos.</p> <p>Fifty-seven sessions completed. The remaining three sessions are scheduled in April.</p>
<b>2.2 HPC systemic capacity building</b>				
<b>2.2.1 HPC advocacy assessment and capacity-building plan</b>				
<b>HPC advocacy capacity strengthened</b>	<p>Workshop conducted on facilitation and advocacy using new tactics, methodologies, and media tools</p> <p>Workshop conducted on coalition building and networking</p>	<p>Modified/delayed</p> <p>Modified/delayed</p>		<p>One workshop on facilitation and coalition building is scheduled on April 16–18.</p>
<b>2.2.2 Strengthen HPC/MOH competencies in demographic and family planning tools, including RAPID</b>				
<b>Family planning CIP developed</b>	<p>Draft plan and activity matrix completed</p> <p>Final plan approved by the steering committee</p>	<p>Delayed</p>		<p>Based on USAID request, planning workshops are re-scheduled for April 23–25.</p>

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
<b>HPC capacities on using RAPID and DemDiv enhanced</b>	Seven HPC staff trained on RAPID  Seven HPC staff trained on DemDiv	Delayed		Contracting for Issa Masarwah is in progress. RAPID workshops are scheduled for April 28–30.
<b>2.3. Advance Policy Reforms</b>				
<b>2.3.1 Amending the Midwifery Law</b>				
<b>Updated Midwifery Law approved</b>	High-level advocacy meetings conducted (Q1/FY 19)  Updated law finalized and approved by the government (Q1/FY 19)	Completed  Completed		
<b>2.3.2 Flexible working models implementation</b>				
<b>Flexible working models advocacy campaign implemented</b>				
<b>2.3.3 Breastfeeding policy</b>				
<b>BMS monitoring mechanism activated</b>	IEC material produced (Q1/FY 19)  One training workshop for inspection focal points conducted  Two refresher sessions on BMS conducted	Delayed  Modified/delayed  Modified/delayed		Re-designing poster based on USAID request.  Two workshops planned on April 11 and May 2 instead of one to accommodate large number of BMS focal points. One refresher workshops will

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
	A series of live Facebook videos streamed	Delayed		be held during May. Two Facebook live chats will be held during April.
	Monitoring mechanism activated	Delayed		
<b>3. OVERARCHING INTERVENTIONS</b>				
<b>3.1 Integrate gender FP-related evidence into JCAP programs</b>				
<b>3.1.2 Dissemination of the conceptual framework for gender and FP/RH</b>				
<b>GMB /Conceptual framework for gender and FP/RH dissemination tools designed, printed, and disseminated</b>	Dissemination tools designed, printed and disseminated (DVD, Eng.& Ar. flash cards, and results report) (Q1/FY 19)	Delayed		Design completed. Pending DOC branding clearance.
<b>Capacity building for JCAP partners on GMB tool</b>	Coaching and mentoring visits implemented	Completed		
	Coaching and mentoring visits report developed	Delayed		
	Midline data collected and report developed	Delayed		
	Endline data collected and report developed	Delayed		

Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
<b>3.1.3 Dissemination of gender integration efforts in JCAP project</b>				
<b>Assessment, dissemination and documentation of gender integration efforts in JCAP</b>	Gender integration efforts assessment (conduct interviews for JCAP GI efforts assessment)	Completed		
<b>4. RESEARCH, MONITORING, AND EVALUATION</b>				
<b>4.1 Research</b>				
<b>4.1.1 RMNCH+ campaign SBCC indicators measurement</b>				
<b>RMNCH+ Mass Media Wave II Campaign Evaluation</b>	Post-tracking survey data collection and analysis Final report submitted	Delayed		Data collection is in progress.
<b>4.1.2 Activity Final Evaluation</b>				
<b>Project final evaluation conducted</b>	Final evaluation research implemented (continued) Final evaluation report submitted	Delayed Delayed		Data collection completed. Analysis is in progress.
<b>4.2 M&amp;E</b>				
<b>4.2.1 JCAP M&amp;E systems</b>				
<b>Activity Monitoring, Evaluation, and Learning Plan revised</b>				
<b>M&amp;E comprehensive database completed</b>	Up-to-date tracking report produced	Completed		

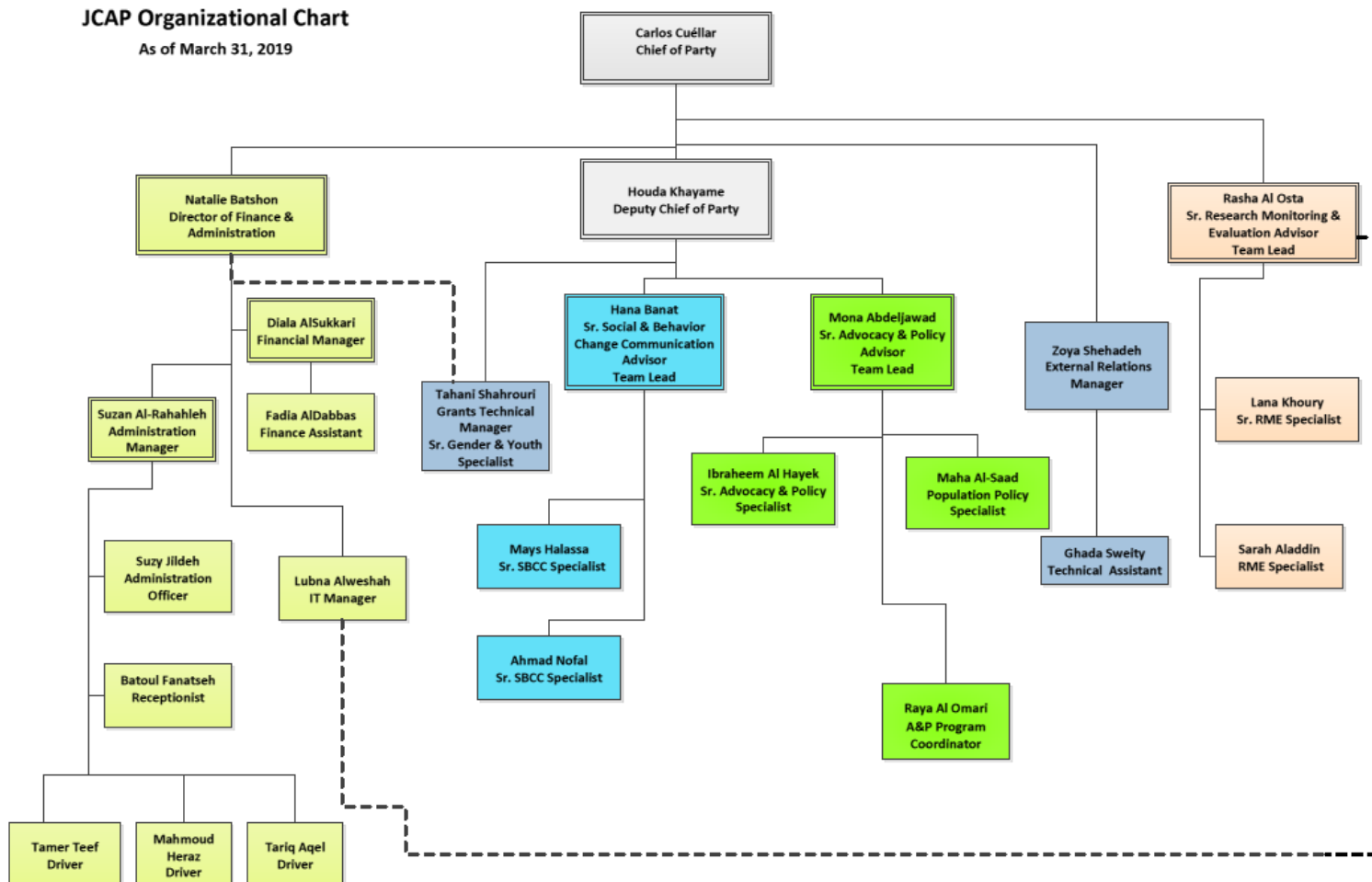


Planned Outputs	Q2/FY 19	Progress to Date	Next Steps	Comments
<b>4.2.2 Champions' program reach</b>				
<b>Viewership and listenership of Champions' broadcast events tracked</b>	Tracking report produced	Completed		
<b>4.2.3 Grant program</b>				
<b>Grantees' implementation tracked, verified, and reported</b>	Results report produced	Completed		

## ANNEX 4: ORGANIZATIONAL CHART

JCAP Organizational Chart

As of March 31, 2019



## ANNEX 5: TRANCHE 3 GRANTS BEHAVIORAL OUTCOMES AND RESULT

Institute for Family Health (IFH)-Arab Women Speak Out workshops (AWSO®) (Jul – Dec 2018):

### End of grant results

IFH conducted 174 Arab Women Speak Out workshops from July through December 2018 reaching 4236 MWRAAs. Below are the demographic details and results<sup>7</sup> for participants with full pre and post answers:

Demographic Details-		Number	%
Sex	Females	4176	100%
Age Groups	10-17	6	0%
	18-29	972	23%
	30-49	3198	77%
	50+	0	0%
Nationality	Jordanian	3730	89%
	Syrian	363	9%
	Other	83	2%

### Knowledge Self Rating:

- 93% (3623/3875) of participants self-reported increased knowledge about family planning and its benefits.
- 95% (3833/4027) of participants exposed to gender concepts demonstrated an “increased level of knowledge and understanding of gender equality principles and women’s rights.”

### Attitude Change:

- 29% (931/3230) of participants shifted their preference from four children or more to three children or less.
- 74% (1346/1809) of participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society.
- 75% (2507/3364) of participants reported increased agreement on the effectiveness of modern family planning methods compared with traditional methods.

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<sup>7</sup> Results apply only to participants with potential to improve their scores as per their pre-test responses.

- 73% (2711/3695) of participants reported increased agreement on safe use of modern family planning methods
- 82% (3357/4091) of participants reported increased agreement with the concept that males and females should have equal access to social, economic and political opportunities.

## 2. Islamic Center Charity Society (ICCS)- RAFFAHEE Workshops (August 2018 - January 2019): (End of grant results)

ICCS conducted 40 RAFFAHEE workshops targeting engaged couples and newlyweds with no active child. The workshops took place from August 2018 through January 2019. RAFFAHEE reached 914 participants (457 males and 457 females). Below are the demographic details and results<sup>8</sup> for participants with full pre- and post-workshop answers:

Demographic Details		Number	%
Sex	Females	412	50%
	Males	412	50%
Age Groups	10-17	17	2%
	18-29	743	90%
	30-49	64	8%
	50+	0	0%
Nationality	Jordanian	691	84%
	Syrian	103	13%
	Other	30	4%

### **Knowledge Self Rating:**

- 80% (280/350) of participants reported improved post-lecture knowledge about family planning and its benefits on the mother and child.
- 79% (279/352) of participants reported improved post-lecture knowledge about family planning and its benefits on the family.
- 82% (291/355) of participants reported improved post-lecture knowledge about family planning and its benefits on society.

### **Attitude Change:**

- 55% (157/284) of participants shifted their preference from four children or more to three children or less.
- 81% (145/179) of participants reported increased agreement with the concept 'planning for the future' is required in all aspects of life, such as planning for education, profession, and the future family.

<sup>8</sup> Results apply only to participants with potential to improve their scores as per their pre-test responses.

- 75% (158/212) of participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society.
- 72% (192/265) of participants reported increased agreement with the positive implications of delaying the birth of the first child.

#### **Intentions:<sup>i</sup>**

- 100% (320/320) of participants reported their intention to discuss FP use with their future partner during engagement before marriage.

#### **ICCS- Premarital Counseling Workshops (July 2018 - January 2019):** **End of grant results**

ICCS conducted 79 premarital counseling workshops (41 for males and 41 for females) from July 2018 through January 2019 reaching 1427 participants (604 males and 823 females). Below are the demographic details and results<sup>9</sup> for participants with full pre- and post-workshop answers:

Demographic Details		Number	%
Sex	Females	806	59%
	Males	553	41%
Age Groups	10-17	83	6%
	18-29	1188	87%
	30-49	87	6%
	50+	1	0%
Nationality	Jordanian	1069	79%
	Syrian	237	17%
	Other	53	4%

#### **Knowledge Self Rating:**

- 89% (1171/1314) of participants reported improved post-lecture knowledge about family planning and its benefits.
- 90% (1196/1318) of participants exposed to gender concepts demonstrated an “increased level of knowledge and understanding of gender equality principles and women’s rights.”

#### **Attitude Change:**

- 44% (465/1058) of participants shifted their preference from four children or more to three children or less.

<sup>9</sup> Results apply only to participants with potential to improve their scores as per their pre-test responses.

- 68% (600/883) of participants reported increased agreement with the concept planning for the future is required in all aspects of life, such as planning for education, profession, and the future family.
- 71% (331/467) of participants reported increased agreement with the concept that birth spacing contributes to a better life for parents and their children, thus having positive impacts on the family and society.
- 71% (766/1085) of participants reported increased agreement with the positive implications of delaying the birth of the first child.
- 75% (919/1224) of participants reported increased agreement on the effectiveness of modern family planning methods compared with traditional methods.
- 76% (962/1271) of participants reported increased agreement on the safe use of modern family planning methods
- 64% (260/405) of male participants reported increased agreement with the concept that the husband has to take part in family planning decisions and practices.
- 76% (1024/1341) of participants reported increased agreement with the concept that males and females should have equal access to social, economic and political opportunities.

**Intentions:**

- 98% (1087/1108) of participants reported their intention to discuss FP use with their future partner during engagement before marriage.

## ANNEX 6: JCAP MEDIA COVERAGE FOR Q2/FY 19

Brief Description	Date Released	Channel	Direct Mention of USAID	Language	Links
<b>TV and radio interviews on FP campaign “Plan your pregnancies, ease your burden” with MOH Primary Health Care Directorate, HCAD, and WCHD directors and sections heads</b>					
Dr. Adnan Ishaq, Primary Health Care Directorate Director	2-22-19	JRTV /Yased Sabahek	Yes	Arabic	<a href="https://youtu.be/sC3481LkjoA">https://youtu.be/sC3481LkjoA</a>
Dr. Randa Bqeen, HCAD, head of the media section	2-13-19	Al Ordon Al Youm/ 9-Sobh	Yes	Arabic	Offline version available
Amal Abu Shawish, WCHD/ FP section	2-17-19	Ro'ya TV/ Dunya Ya Dunya	Yes	Arabic	Offline version available
Amal Abu Shawish, WCHD/ FP section	2-12-19	Amman TV /Leke	Yes	Arabic	<a href="https://youtu.be/NeG4kMwJXf8">https://youtu.be/NeG4kMwJXf8</a>
Dr. Abeer Mawswas HCAD Director	2-26-19	Radio Hayat FM	Yes	Arabic	Offline version available—interview over telephone
Dr. Abeer Mawswas HCAD Director	2-11-19	Radio Rotana FM	Yes	Arabic	Offline version available
Dr. Malak Alouri, WCHD Director	2-17-19	Radio Hala	Yes	Arabic	Offline version available

## ANNEX 7: JCAP-IMPLEMENTED ACTIVITIES FOR Q2/FY 19 AND ANTICIPATED ACTIVITIES FOR Q3/FY 19

JCAP Implemented Activities for January–March 31, 2019					
Day/Time	Event/Activity	Objective	Partners	Location	No. Attending
January 14, 2019	WCHD SBCC FP programs plan review	Review and finalize the WCHD programs plan within the MOH FP SBCC five-year strategy.	MOH/WCHD	Geneva Hotel	15
February 19–20, 2019	HCAD SBCC FP programs plan review	Review and finalize HCAD programs plan within the MOH FP SBCC five-year strategy.	MOH/HCAD	Geneva Hotel	15
March 11, 2019	Pneumococcal vaccine promotional plan development workshop	Support HCAD and CDD teams in developing the promotional plan for the introduction of the pneumococcal vaccine.	MOH/HCAD And CDD	MOH office	30
JCAP Anticipated Activities for April 1–June 31, 2018					
Day/Time	Event/Activity	Objective	Partners	Location	No. Attending
2 <sup>nd</sup> week of April Date TBD	Two orientation workshops on JCAP SBCC handover kits	Orient HCAD and WCHD related staff on the JCAP handover kits' SBCC modules and possible application of these modules.	MOH/HCAD and WCHD	TBD	15 participant per workshop ( total, 30)



2 <sup>nd</sup> week of May Date TBD	Dissemination event of MOH FP SBCC five-year strategy	Disseminate MOH FP SBCC five-year strategy for stakeholders and partners.	MOH/HCAD and WCHD	TBD	100 participants
April 11, 22, 21, and May 2, 2019	<b>BMS bylaws and instructions activation workshops</b>	Inform different stakeholders of the BMS bylaws and instructions monitoring mechanism.	MOH	Geneva Hotel	30–40 each
3 <sup>rd</sup> week of April Date TBD	Development of MOH FP SBCC five-year strategy Year One operational plan	Support HCAD and WCHD in the development of the MOH FP SBCC five-year strategy Year One operational plan.	MOH/HCAD and WCHD	TBD	30 participants
April 23–25, 2019	<b>FP CIP goal-setting and strategy formulation workshop</b>	Set the strategic goal and objectives of the CIP.	MOH	Geneva Hotel	45–55
April 28–30, 2019	<b>RAPID training workshop</b>	Build the capacity of HPC and DOS staff on RAPID modelling tool.	HPC	Geneva Hotel	10–15

## ANNEX 8: SUCCESS STORY

### Longitudinal Study and Behavioral Economics Research Provide New Perspectives on the Use of Family Planning in Jordan



*At the ceremony, representatives from USAID and the MOH, Royal Medical Services, and private health sector, and from international donor organizations, USAID JCAP, and USAID Health Service Delivery.*

To offer programmatic insights to improve access to quality family planning (FP) services nationwide, in 2018 the USAID Health Service Delivery activity collaborated with the Ministry of Health (MOH) to carry out a quantitative study, and the USAID Jordan Communication Advocacy and Policy (JCAP) activity conducted a novel qualitative FP study. The quantitative study was longitudinal and addressed discontinuation of modern contraceptive methods in Jordan. This study presented the 12-month discontinuation rates for the five most commonly used modern contraceptive methods in Jordan. It identified reasons for discontinuation that are of programmatic importance, and potential risk factors that might lead to discontinuation of each of the five methods. The MOH will be able to use the study results to improve FP service provision and help improve the total fertility rate and reduce the rates of unwanted fertility.

USAID JCAP carried out qualitative behavioral economics research to understand the interaction dynamics between women and FP providers and address the behavioral barriers to the adoption and sustained use of modern FP methods by married women of reproductive age in the capital, Amman. The study produced valuable insights about constraining behavioral factors concerning both clients and providers towards the adoption and sustained use of modern FP methods.

The results of these two studies were disseminated in a ceremony on March 7, 2019, under the patronage of His Excellency the MOH Secretary General. Representatives from the USAID Population and Family Health Office, public and private health sector partners, international donor organizations, and other stakeholders attended.

During this ceremony, USAID Population and Family Health Office Director Daniel Sinclair said that “Both studies proposed a set of recommendations to address the main reasons behind early discontinuation of contraceptive methods and improve family planning counseling.” The MOH Secretary General thanked contributors to both studies and stressed the importance of the research: “The MOH, with USAID support, will do its part to implement all recommendations based on these studies to improve health outcomes for women of reproductive age in Jordan.”

## **ANNEX 9: ENVIRONMENTAL MITIGATION AND MONITORING PLAN**

Per USAID's Environmental Threshold Decision dated June 23, 2013, the JCAP Activity was qualified for a Categorical Exclusion. This indicates that JCAP interventions are not expected to have a significant adverse effect on the environment, so no environmental mitigation and monitoring plan will be required.

## **ANNEX 10: FAMILY PLANNING VERIFICATION OF COMPLIANCE**

Verification of compliance: JCAP verifies that the Activity complies with federal statutory requirements related to family planning, including, but not limited to, the Tiahrt Amendment and USAID's Policy Determination 3 (PD-3) (September 1982).